



Cumberland Circulator

Cobb County...Expect the Best!

WINTER 2015

Circulator bus services provide high frequency service along convenient, accessible routes at affordable fares. Whether it is home, work or play, a circulator service can quickly, easily and inexpensively transport people where and when they need to go. Cobb County, in collaboration with the Cumberland Community Improvement District and the Atlanta Braves, is developing a plan for a circulator bus service in the Cumberland Area that will improve mobility for those who live, work, shop, and visit the area while helping to relieve traffic congestion and stimulate more economic activity.

AREA PORTRAIT

Located in southeast Cobb County, Cumberland is just 10 miles northwest of downtown Atlanta. Its population has tripled since 1970 with more than 39,000 people living in the area. As a Cobb County employment center, Cumberland's daytime population increases 103 percent with workers commuting to the area, which is base to over 50,000 jobs; some at FORTUNE 500 companies like The Home Depot, Coca Cola Enterprises Inc., Genuine Parts, as well as the Weather Channel.¹

With venues like Cumberland Mall, Cobb Energy Performing Arts Centre, and the Atlanta Braves' future home at SunTrust Park, Cumberland has much to offer. The circulator would offer service to these and other area venues.

AN EXISTING TRANSPORTATION HUB

Cumberland has easy access to three of the region's major roadways: I-75, I-285 and U.S. 41 (Cobb Parkway). Six Cobb Community Transit routes service the area as does MARTA Bus Service, all connecting at the Cumberland Transfer Center. The circulator will enhance the existing transportation infrastructure with frequent, reliable, and reasonably priced transit service.



cabcents.wordpress.com



Cumberland CID

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BENEFITS OF A CIRCULATOR BUS SERVICE

Many areas around the country, similar in size and land use characteristics to Cumberland, have implemented circulator bus services with great success. Washington D.C., Los Angeles, and the Anaheim California Resort Area near Disneyland are three areas with circulator services that carry more than 3,000,000 annual passengers.²

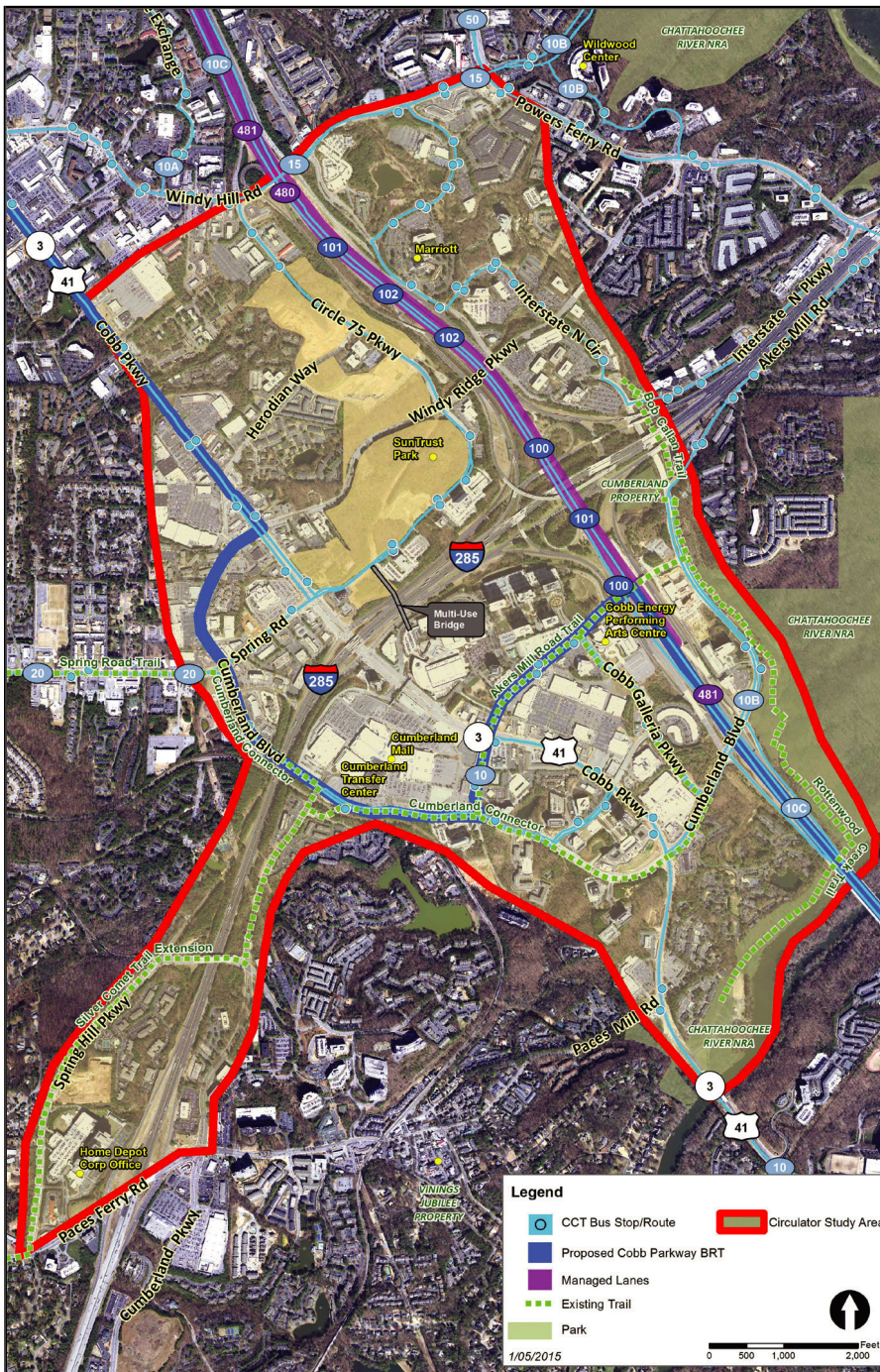
The success of the circulator services in these areas bodes well for a similar service in Cumberland that offers these benefits:

- **Reduces Congestion:** Cumberland has significant traffic resulting from its mix of residential, employment, shopping, and entertainment uses.
- **Enhances Existing Transit Services:** Cobb Community Transit and MARTA bus services into Cumberland will benefit from new riders who can easily connect with these services using the circulator.
- **Increased Mobility:** Residents, workers and shoppers will have a frequent, reliable and low-cost transportation alternative.
- **Promotes Economic Activity:** Cumberland residents, workers and visitors will have the opportunity to do more with their time as the circulator will provide extra time to turn a lunch break into a shopping trip.
- **A Sustainable Plan:** The Circulator Study will determine the most effective and efficient means to operate the Cumberland Circulator.

¹Cumberland population and economic statistics from 2012 Cumberland CID report

²DC Circulator 2013 Annual Report; LADOT Transit 2013 National Transit Database Report and Anaheim Transportation Network Operations Report November December 2014

COBB COUNTY DEPARTMENT OF TRANSPORTATION



Cumberland Circulator study area

PROJECT STATUS

Circulator Study: A study is currently underway to explore the best implementation options for the Cumberland circulator. The study, which is being conducted by AECOM/URS, will determine the features of the Circulator. This includes best route and schedule options, convenient stop locations, the most appropriate type and size of vehicles, and what fare will attract the most riders. The study has an anticipated completion date of November 2015.

YOUR INPUT IS CRUCIAL

We invite you to participate in the Circulator Study and to follow the progress of the project. Links to online surveys for residents, those employed in the Cumberland area, and area shoppers and visitors, are available on the project web page. Please call or email one of the project contacts below if you would like a copy of the survey to fill out, or require assistance completing a survey. Keep up to date on project news by signing up for our email or mail list on the project web page.

Project Contact:

Eric Meyer, Cobb County DOT Planning Division Manager
Email: Eric.Meyer@cobbcounty.org Phone: 770.528.1539

Employee Survey:

surveymonkey.com/s/CumberlandEmployeeSurvey

Resident Survey:

surveymonkey.com/s/CumberlandResidentSurvey



Cresa Atlanta

Cobb County

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